

**REMARKS****I. Status of the Claims:**

Claims 1-36 are currently pending.

By this Amendment, claims 1 and 34 have been amended. No new matter is believed to have been added by this Amendment. Upon entry of this Amendment, claims 1-36 would be pending.

**II. Rejections under Sections §102 and §103**

Claims 1-18, 21-25, 31-32, and 34-36 have been rejected under 35 U.S.C. §102(e) as being anticipated by Doi et al. (US 2001/0014911, hereinafter Doi). Claims 19, 26-28 and 30 have been rejected under 35 U.S.C. §103(a) as being unpatentable over Doi. Claim 20 has been rejected under 35 U.S.C. §103(a) as being unpatentable over Doi in view of Rajchel et al. (USPN 6,496,931, hereinafter Rajchel). Claim 33 has been rejected under 35 U.S.C. §103(a) as being unpatentable over Doi in view of Carothers et al. (US 2002/0069117, hereinafter Carothers). Claim 29 has been rejected under 35 U.S.C. §103(a) as being unpatentable over Doi in view of Owen et al. (USPN 6,611,501, hereinafter Owen).

**1. Claim 1:**

Independent claim 1 is directed to a method involving recognizing one or more service opportunities of a service operator on a user device operated by a user; determining a privacy level at which communications is conducted with the service operator; and conducting the communications with the service operator at the privacy level. As amended, the recognizing occurs before the determining and the conducting.

In view of the Examiner's clarification that the claimed recognizing is taught by the actual receipt of service on the terminal, Applicants respectfully submit that Doi does not disclose or suggest the claimed determining and conducting communications, which occur after

the claimed recognizing. See Office Action, pages 11 and 12. In particular, the operations of Doi relied upon by the Examiner as teaching the claimed determining and conducting communications appear to occur before the receipt of services and thus are a precursor to receiving/obtaining service. Thus, Doi also does not disclose or suggest the claimed determining and conducting communications.

In view of at least the foregoing, claim 1 and the claims dependent therefrom are patentably distinguishable over the cited references.

**2. Claim 34:**

Independent claim 34 is directed to a method involving recognizing one or more service opportunities of a service operator on a user device operated by a user; determining a privacy level at which communications is conducted with the service operator relating to the one or more service opportunities on the user device; determining a profile access level on the user device; transmitting the profile access level to the service operator; and enabling the service operator to obtain a subset of profile information of the user from the profile operator according to the profile access level. As amended, the recognizing occurs before the determining a privacy level, the determining a profile access level, the transmitting and the enabling.

In view of the Examiner's clarification that the claimed recognizing is taught by the actual receipt of service on the terminal, Applicants respectfully submit that Doi does not disclose or suggest any of the subsequent claimed operations (e.g., determining privacy level, determining profile access level, transmitting, and enabling) following the recognizing operation. As noted above, the operations of Doi relied upon by the Examiner as teaching the subsequent claimed operations appear to occur before the receipt of services and thus are a precursor to receiving/obtaining service.

In view of at least the foregoing, independent claim 34 is also patentably distinguishable over the cited references.

**CONCLUSION**

Based on the foregoing amendments and remarks, Applicants respectfully request reconsideration and allowance of this application.

**AUTHORIZATION**

The Commissioner is hereby authorized to charge any additional fees which may be required for consideration of this Amendment to Deposit Account No. 13-4503, Order No. 4208-4007.

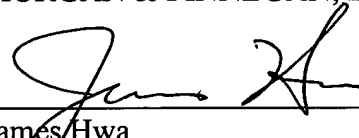
In the event that an extension of time is required, or which may be required in addition to that requested in a petition for an extension of time, the Commissioner is requested to grant a petition for that extension of time which is required to make this response timely and is hereby authorized to charge any fee for such an extension of time or credit any overpayment for an extension of time to Deposit Account No. 13-4503, Order No. 4208-4007.

Respectfully submitted,  
MORGAN & FINNEGAN, L.L.P.

Dated: \_\_\_\_\_

8/19/05

By: \_\_\_\_\_



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